CLAIMS

1. A silver alloy for use in a reflective film, comprising silver as a main element and at least one precious metal element as a first dopant element.

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- 2. The silver alloy for use in a reflective film according to claim 1, wherein the first dopant element is at least any one of platinum, palladium, gold, rhodium, ruthenium and iridium.
- 10 3. The silver alloy for use in a reflective film according to claim 1 or 2, comprising as a second dopant element at least one element selected from gallium, dysprosium and thulium.
- The silver alloy for use in a reflective film according to claim 1 or 2,
 comprising as the second dopant element at least one element selected from magnesium, zinc, nickel, molybdenum, terbium, gadolinium and erbium.
 - 5. The silver alloy for use in a reflective film according to claim 1 or 2, comprising as the second dopant element at least one element selected from aluminum, neodymium and holmium.
 - 6. The silver alloy for use in a reflective film according to claim 1 or 2, comprising as the second dopant element at least one element selected from copper, cobalt, tin, titanium, bismuth, scandium, yttrium, praseodymium and manganese.
 - 7. The silver alloy for use in a reflective film according to claim 1 or 2, comprising as the second dopant element at least one element selected from

germanium, indium, samarium, ytterbium, strontium, boron, silicon, chromium, iron, zirconium, niobium, tantalum, tungsten, rhodium, lead, calcium, antimony, hafnium, lanthanum and cerium.

- 5 8. The silver alloy for use in a reflective film according to any one of claims 1 to 7, wherein a total of the concentration of the first dopant element and the concentration of the second dopant element are 0.01 to 5.0 atomic %.
- 10 9. The silver alloy for use in a reflective film according to claim 8, wherein the total of the concentration of the first dopant element and the concentration of the second dopant element are 0.01 to 2.0 atomic %.
- 10. A sputtering target, comprising the silver alloy as defined in any one of15 claims 1 to 9.